

## NEW SEASONS Market to have grand opening

On March 23, 2016 the newest New Seasons Market at 6300 N. Lombard will open its doors to the public. The 25,000-square-foot store opens at 8 a.m. and invites the community to a “bread breaking” ceremony starting at 10 a.m. The celebration will continue through March 27 with New Seasons giving away sample products from local vendors and long-term partners, including Hot Mama Salsa, Duker’s Dills, Fuller Foods, Union Wine Company, Widmer Brothers Brewing, St. John’s Coffee Roasters and many more.

The University Park store, offers an outdoor seating area with recycled milk jug lounge chairs. Inside, New Seasons chefs will offer prepared selections from hot pot pies to sandwiches and charcuterie to present delicious, convenient grab-n-go meals that can be enjoyed onsite or at home.

New Seasons also offers peak-of-season regional organic produce, a range of specialty diet choices, sustainably sourced meats and fresh seafood and an organic bakery, alongside everyday grocery classics.

“New Seasons is a place where residents can connect with the community, discover new foods and engage with the friendly staff and their neighbors,” said Store Manager Erin Leiker. “This store, with its central location, great food and community gathering places, is going to be a commons for this neighborhood. I’ve lived here for years, as have many of our 120 staff. We’re all eager to open the doors and welcome in

our neighbors.”

For technologically-minded shoppers, New Seasons is equipping the University Park store with location-based beacon technology. When it pilots the program later this year, customers can opt in to receive in-store mobile offers which they say will engage customers and enhance their shopping experience.

The building’s exterior was designed by Mackenzie and the store interior was conceived by LRS Architects and JB Consulting & Design. Deacon Corp. managed construction of the entire project.

In celebration of the store opening New Seasons is supporting through their Bag It Forward program the Portland Parks & Rec-

reation’s Summer Playgrounds & Lunches Program, which serves Portland’s most vulnerable families, providing free lunches for those in need to help bridge the hunger gap created by school breaks. In partnership with Portland-area school districts, the Parks Bureau shared more than 100,000 free lunches at 26 sites during the summer of 2015.

“Our Summer Playgrounds & Lunches Program is very aligned with New Seasons’ commitment to investing in organizations that increase access to fresh, healthy food for children and families in the neighborhood,” said Portland Parks Commissioner Amanda Fritz. “We cannot meet the need in our community and achieve our

mission of equity and inclusion without valued sponsors including New Seasons.”



## PIR gearing up for biggest auto swap meet on the West Coast

The 11th annual Portland International Raceway Auto Swap Meet will feature five miles of unique, original stock, antique, vintage and custom vehicles and parts, and other auto-inspired items on display or for sale, from more than 1,500 vendors. The event takes place on the racetrack at 1940 N Victory Blvd., March 31 through April 2 from 7am to 5pm daily.

Event organizers are offering a complimentary parts pick-up area that stores purchased items for the day, allowing consumers to secure a way to retrieve them; as well as a “haul and go” deliv-

ery system that transports purchases directly to consumer’s vehicles, provided they are parked in the PIR parking lot. This donation-based service raises funds for the Community Transitional School (CTS), a Portland-based organization that provides educational services to area homeless children.

The PIR Auto Swap Meet opens one day prior to the Portland Swap Meet at the Expo Center. The two events are operated independently, but collectively make up one of the largest auto swap meet weekends on the West Coast.

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